

## ORDER



**Orders**  
**Order / Rev:** 67286  
**Alt Order #:** 9848734 /Brad  
**Product Desc:** Kathleen Kane - AG  
**Estimate:**  
**Flight Dates:** 10/23/12 - 10/28/12  
**Original Date / Rev:** 10/19/12 / 10/24/12  
**Order Type:** GENERAL

## WHP-TV CBS21

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Campaign Group  
**Buying Contact:**  
**Billing Contact:**  
 1600 Locust Street  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Kane/D/Attorney General  
**Demographic:** A35+  
**Product Codes:** State Attorney General  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	31	\$23,475.00	\$19,953.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	31	\$23,475.00	\$19,953.75	0.00
<b>Totals</b>	<b>31</b>	<b>\$23,475.00</b>	<b>\$19,953.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WHP-TV CBS21	17%	\$23,475.00
Market	100%	\$138,088.24

## Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	53%	\$73,186.76
WHTM	17%	\$23,475.00
WLYH	0%	\$0.00
WPMT	13%	\$17,951.47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/23/12	10/28/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	- TWTF - -	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
N 2	WHP	10/23/12	10/28/12	Su 6p-630p News CBS 21 News at 6p	CM	6p-630p	- - - - - S	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
N 3	WHP	10/23/12	10/28/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- TWTF - -	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
N 4	WHP	10/23/12	10/28/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- TWTF - -	:30	5	\$450.00	P-3	0.00	NM	8	\$3,950.00

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Product Desc: Kathleen Kane - AG  
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WHP	10/23/12	10/28/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-TWTF--	:30	5	\$450.00	P-3	0.00	NM	8	\$3,950.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	10/23/12-10/28/12	M-F 730p-8p See MG 4.6,4.7,4.8,4.9 [Preempted by NSM]			730p-8p	-TWThF----	:30		<del>(\$450.00)</del>		0.00	NM		
6	WHP	10/23/12-10/28/12	NFL RS Game Early Ⓜ MG for 13.1,4.2 [MG within Flight]			1p-4p	-----SaSu	:30		\$1,300.00		0.00	NM		
7	WHP	10/23/12-10/28/12	Fri Reg 1 Ⓜ MG for 13.1,4.2 [MG within Flight]			8p-9p	-----F----	:30		\$800.00		0.00	NM		
8	WHP	10/23/12-10/28/12	M-F 5a-6a News Ⓜ MG for 13.1,4.2 [MG within Flight]			5a-6a	-TWThF----	:30		\$30.00		0.00	NM		
9	WHP	10/23/12-10/28/12	Sa 1230a-130a Ⓜ MG for 13.1,4.2 [MG within Flight]			1230a-130a	-----Sa--	:30		\$20.00		0.00	NM		
N 5	WHP	10/23/12	10/28/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
N 6	WHP	10/23/12	10/28/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
N 7	WHP	10/23/12	10/28/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N 8	WHP	10/23/12	10/28/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 9	WHP	10/23/12	10/28/12	Tue Reg 3 Tue 10p-11p	CM	10p-11p	-T-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
N 10	WHP	10/23/12	10/28/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 11	WHP	10/23/12	10/28/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 12	WHP	10/23/12	10/28/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
N 13	WHP	10/23/12	10/28/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/23/12-10/28/12	Thu Reg 1 See MG 4.6,4.7,4.8,4.9 [Preempted by NSM]			8p-9p	---Th-----	:30		<del>(\$1,700.00)</del>		0.00	NM		
N 14	WHP	10/23/12	10/28/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
N 15	WHP	10/23/12	10/28/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
N 16	WHP	10/23/12	10/28/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N 17	WHP	10/23/12	10/28/12	Sat Reg 3 Sat 10p-11p	CM	10p-11p	-----S-	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
N 18	WHP	10/23/12	10/28/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N 19	WHP	10/23/12	10/28/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N 20	WHP	10/23/12	10/28/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
													Totals	31	\$23,475.00